

Dear Colleagues, dear Guests,

Jointly with the Chair of Internet and Telecommunications Business (Prof. Dr. Jan Krämer), the International Center for Economics and Business Studies (ICEBS) cordially invites you to the talk of Professor Marc Bourreau (Telecom Paris Tech). Prof. Bourreau will be staying from 4 to 6 December, 2019.

The talk will take place:

Date: December 4, 2019

Time: 2:00 p.m. (s.t.)

Location: Room SR 001, HK 12 (Dr.-Hans-Kapfinger-Str. 12, Passau)

Title: „**Digital Platforms, Data, and Entry with Informational Spillovers**”

We look forward to seeing you.

Best regards,

Carolin Häussler

Abstract: In this paper, we consider a market where a platform has private information about which product markets are profitable. Two independent sellers participate to the platform and decide sequentially which market to enter. We study under which conditions the platform benefits from selling its information exclusively to one seller rather than to any interested seller. We show that with or without exclusive sales, only the second-moving seller buys the data. This is because an informational externality undermines the first mover's willingness to pay for data. Exclusive dealing is the preferred data monetization strategy for the platform if the relative value of operating as a monopoly seller in a profitable market is sufficiently high.

Hier noch ein kurzer Lebenslauf von Prof. Bourreau:

Marc Bourreau is Professor of Economics at Telecom Paris (Institut Polytechnique de Paris), director of the Innovation & Regulation Chair at Telecom Paris, and a joint academic director of the Centre on Regulation in Europe (CERRE). He is also affiliated with the interdisciplinary institute for innovation (i3) for his research.

Marc Bourreau graduated in engineering from Telecom Paris in 1992. He received his doctorate in economics from University of Paris 2 Panthéon-Assas in 1999, and a “Habilitation à Diriger des Recherches” from University of Paris 1 Panthéon-Sorbonne in 2003. From 1997 to 2000, he worked as a regulatory economist at France Telecom/Orange. He became assistant professor at Telecom ParisTech in 2000, and full professor in 2007.

Marc Bourreau has widely published in leading economics journals. He is Co-Editor-in-Chief of Information Economics & Policy, and a member of the editorial boards of the Review of Network Economics and Telecommunications Policy. He is also a member of the scientific committee of the Florence School of Regulation at the European University Institute in Florence (Italy), a CESifo Fellow, and an associate researcher of Cepremap.

His current research projects concern the economics of digital platforms, the impact of competition and regulation on entry and investment in network industries, and licensing and trading of standard essential patents.

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